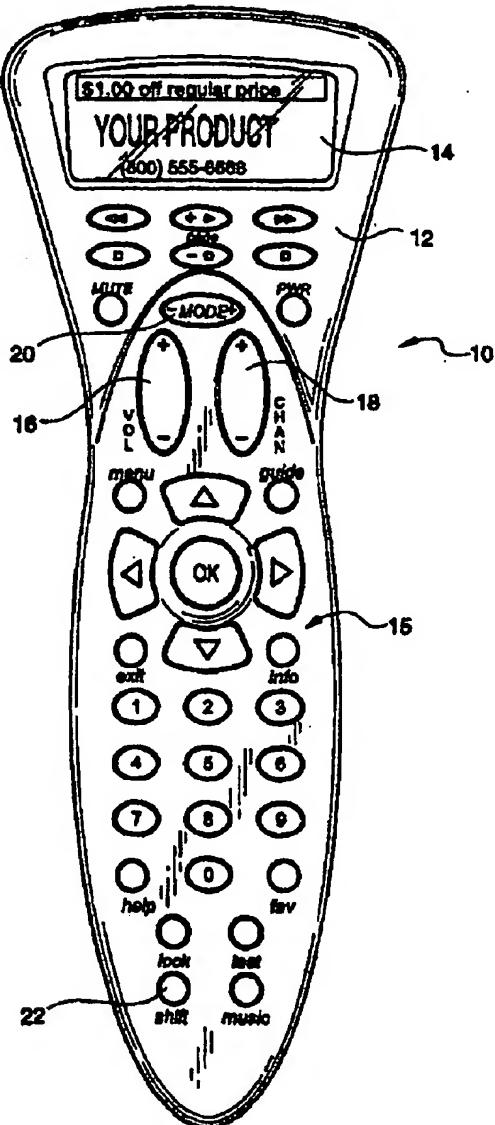


(21)(A1) **2,284,834**

(86) 1998/03/23

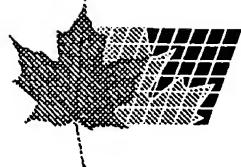
(87) 1998/10/01

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(51) Int.Cl. <sup>6</sup> G06F 3/147, H04N 7/173  
(30) 1997/03/24 (08/823,507) US  
(30) 1997/10/06 (08/999,716) US  
(54) **TELECOMMANDÉ BIDIRECTIONNELLE A AFFICHEUR  
PUBLICITAIRE**  
(54) **TWO-WAY REMOTE CONTROL WITH ADVERTISING  
DISPLAY**



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(21) (A1) **2,284,834**  
(86) 1998/03/23  
(87) 1998/10/01

(57) L'invention porte sur une télécommande comportant: un afficheur; un premier circuit sans fil recevant d'un dispositif hôte des données sous forme d'informations sélectionnées, par exemple publicitaires, en vue de leur présentation, de leur stockage ou de leur traitement; un deuxième circuit sans fil d'émission d'informations; et un circuit et un logiciel de commande gérant le fonctionnement de la télécommande. Ledit logiciel comporte un programme de présentation par défaut ramenant à la présentation sur l'afficheur des informations sélectionnées reçues par l'intermédiaire du premier circuit sans fil.

(57) The remote control includes a visual display, first wireless circuitry for receiving from a host device data in the form of selected information, e.g., an advertisement, to be displayed, stored or processed, second wireless circuitry for sending information, control circuitry and software for controlling operation of the remote control, and the software including a display default routine for returning to the display of the selected information received by the first wireless circuitry.



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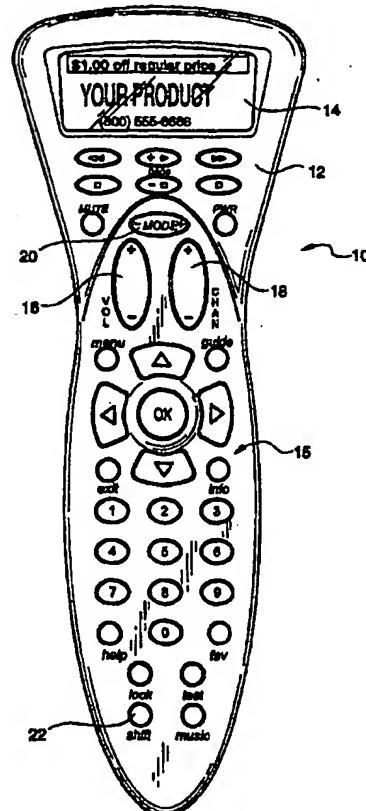
## INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification 6 : <b>G06F 3/147, H04N 7/173</b>		A1	(11) International Publication Number: <b>WO 98/43158</b> (43) International Publication Date: 1 October 1998 (01.10.98)
(21) International Application Number: <b>PCT/US98/05775</b>		(81) Designated States: AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GE, GH, GM, GW, HU, ID, IL, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, US, UZ, VN, YU, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, ML, MR, NE, SN, TD, TG).	
(22) International Filing Date: 23 March 1998 (23.03.98)			
(30) Priority Data: 08/823,507 24 March 1997 (24.03.97) US 08/999,716 6 October 1997 (06.10.97) US			
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## (54) Title: TWO-WAY REMOTE CONTROL WITH ADVERTISING DISPLAY

## (57) Abstract

The remote control includes a visual display, first wireless circuitry for receiving from a host device data in the form of selected information, e.g., an advertisement, to be displayed, stored or processed, second wireless circuitry for sending information, control circuitry and software for controlling operation of the remote control, and the software including a display default routine for returning to the display of the selected information received by the first wireless circuitry.



**TWO-WAY REMOTE CONTROL WITH ADVERTISING DISPLAY**  
**BACKGROUND OF THE INVENTION**

**1. Field of the Invention.**

The present invention relates to an interactive two-way remote control having  
 5 an advertising display on a visual display of the remote control and circuitry for  
 maintaining the advertising display on the visual display when the remote control is  
 in a quiescent state.

**2. Description of the related art including information disclosed under  
 37 CFR §§ 1.97-1.99.**

10 Hand held remote controls are normally battery operated devices capable of  
 sending control commands wirelessly (using IR or RF) in one direction only, from the  
 handset to the controlled device. Even when the handset is fitted with a display, the  
 display typically is used only for enhancing the user interface on the remote control  
 itself, for instance in displaying the status of the remote control or aiding in initial setup  
 15 of the remote control.

Heretofore, various systems have been proposed for the remote display of  
 information, such as the display of prices on the edge of a shelf in a supermarket or  
 information on the screen of a television set. Also, there have been proposed remote  
 control devices including key back-lighting, credit card and smart card readers and  
 20 built in modems or adapters for communicating with a modem. Several examples of  
 such previously proposed remote control devices and remote display systems are  
 disclosed in the following U.S. Patents:

	<u>U.S. Patent No.</u>	<u>Patentee</u>
	4,888,709	Revesz et al.
25	4,959,810	Darbee
	4,962,466	Revesz et al.
	5,204,768	Tsakiris et al.
	5,249,044	Von Kohorn
	5,285,278	Holman
30	5,287,181	Holman
	5,355,480	Smith et al.
	5,396,546	Remillard
	5,404,393	Remillard
	5,410,326	Goldstein

	5,416,535	Sato et al.
	5,450,079	Dunaway
	5,455,570	Cook et al.
	5,461,667	Remillard
5	5,497,185	Dufresne et al.
	5,502,504	Marshall et al.
	5,504,475	Houdou et al.
	5,532,689	Bueno
	5,537,107	Furnado
10	5,537,463	Escobosa et al.
	5,539,393	Barfod
	5,552,837	Mankovitz
	5,566,353	Cho et al.
	5,568,367	Park
15	5,603,078	Henderson et al.
	5,576,768	Gomikawa
	5,604,923	Wilkus
	<u>PCT Patent Publication</u>	<u>Applicant</u>
	WO 93/12612	Yuen et al.
20	WO 93/19427	Singer et al.
	WO 94/15417	Minimetrics Limited
	WO 95/32583	TV Guide On Screen
	WO 95/01056	Apple Computer, Inc.
	WO 95/01057	Apple Computer, Inc.
25	WO 95/01058	Apple Computer, Inc.
	WO 95/01059	Apple Computer, Inc.

### SUMMARY OF THE INVENTION

The present invention is directed to a remote control with a display which is capable of wirelessly (via IR or RF) receiving information. Receiving information for 30 updating remote control codes is taught in the Darbee et al. U.S. Patent No. 4,959,810. The present invention receives information for the purpose of advertising on the remote control. The advantage is that, in contrast to a television, the display on the remote control can always be on, meaning that the remote control can act as a coffee-table billboard, touting pay-per-view events, products, services, coupon

offers or any other advertising offers.

The advertising message on the remote control is an information payload, in the sense that an advertiser can be charged for time on the remote control's screen. It is important, therefore, that the entire display be available for the payload message 5 as much of the time as possible. The present invention uses a timer in the remote control to display the payload message within a certain interval after the user is finished using the remote control to control equipment.

One embodiment of the invention uses a motion detector to determine if the user has picked up the remote control, at which time a popup overlay of the payload 10 message can indicate the current status of the remote control. Such time- and space- sharing of the remote control's screen maximizes the exposure of the advertising message to the user.

When the remote control is used in conjunction with interactive applications running on a television settop box, the TV itself, or a computer, it is often important 15 that interactive advertising offers appearing during commercial program breaks not extend into the program proper. In this case, the display of the remote control can extend the time available to the user to respond to interactive offers by "trailing" the offer to the remote control's screen after the interactive ad has disappeared from the TV (or PC) screen and regular programming has resumed.

20 Many systems which a remote control can control are two-way themselves, meaning that information originating from the user can be read by or delivered to a "head end." Such systems allow transactions by the user, such as responses to advertising offers, merely by pressing a button on the remote control. In conjunction with such two-way media, the advertising offers can appear on the same remote 25 control that generates a user response, thus bypassing the TV or PC as a display device.

In the case where the delivery medium for advertising to the remote control is 30 not two-way, a "bypass" system can be provided for return signals to a central computer. For instance, a low-cost radio transmitter in the remote control can send data to an autodialer modem connected to the user's phone line. User responses to advertising offers can then be sent by phone to a central computer.

Cable, satellite, or broadcast TV are the normal means for transporting information to the remote control, using receiving circuitry in the settop box or the TV itself, along with an IR or RF wireless link to the remote control. However, bypass of

the cable, satellite, or broadcast TV downstream link to the remote control is also possible, using a paging network, FM SCA data on a radio station, a modem with a wireless link to the remote control, or a wireless link to a computer which is in turn connected to a remote network.

5 The fact that the display on the remote control can always be active and readable, whether or not the TV or PC are turned on, is an important extension of the exposure of the user to advertising offers.

To accommodate the narrow bandwidth usually available on the wireless link between the sending device and the remote control, images can be compressed  
10 before being sent to the remote control. Either the bitmapped images can be compressed using any one of several well-known compression algorithms, such as JPEG, or drawing commands can be sent to a GDI (graphics device interface) running in the remote control.

By allowing the remote control to receive executable code as well as static  
15 images, the remote control can display animated graphics, run interactive sessions with the user, or upgrade its own software to enhance its usefulness.

Thus, according to the present invention there is provided a remote control including a visual display, first wireless circuitry for receiving from a host device data including selected information to be displayed, second wireless circuitry for sending  
20 information, control circuitry and software for controlling operation of the remote control, and the software including a timeout routine and a display default routine for returning to the display the display of selected information received by the first wireless circuitry.

#### BRIEF DESCRIPTION OF THE DRAWINGS

25 FIG. 1 is a top plan view of a remote control constructed according to the teachings of the present invention and having a visual display for displaying an advertisement.

FIG. 2 is a block schematic diagram of the electrical circuitry for the remote control shown in FIG. 1.

30 FIGS. 3A-3D are a more detailed electrical schematic circuit diagram of the electrical circuitry shown in FIG. 2.

FIG. 4 is a block schematic diagram of the keyboard circuit employed in the remote control shown in FIG. 1.

FIG. 5 is a flow chart of the basic operating subroutines of the remote control

shown in FIG. 1 and shows a default procedure from each subroutine, namely a five minute timeout back to the display of an advertisement on the visual display of the remote control.

5 FIG. 6 is a flow chart of the "SHIFT" subroutine shown in FIG. 5.

FIG. 7 is a flow chart of the "MODE" subroutine C shown in FIG. 5.

FIG. 8 is a flow chart of the "LOW BATTERY" subroutine shown in FIG. 5.

#### DESCRIPTION OF THE PREFERRED EMBODIMENT(S)

Referring now to FIG. 1 in greater detail, there is illustrated therein a remote control 10 constructed according to the teachings of the present invention which 10 includes, on a top panel 12 thereof an LCD visual display 14, and a keyboard 15 including a volume Up and Down button 16, a channel Up and Down button 18, a MODE button 20, and a SHIFT button 22, among others.

Referring now to FIG. 2, the remote control 10 includes electrical circuitry 26 comprising a microcontroller or microprocessor 28 supplied by a power supply 30 and 15 supervisory circuits 31 including batteries 32 which is also connected to an IR transmitting circuit 34 and receiving circuit 35.

Also connected to the microprocessor 28 is an EEPROM 36 and a keyboard circuit 38.

20 A ROM/RAM circuit 40 is coupled to a bus 42 that is connected to the microprocessor 28 and to an LCD driver circuit 44.

If desired, a motion detect circuit 46 can also be connected to the microprocessor 28.

25 In some embodiments an RF transceiver 48 is provided coupled to the microprocessor 28 and in some embodiments a sound or speech synthesizing chip 50 is provided connected to a speaker 51 and to the microprocessor 28.

Further, a smart card or credit card reader 52 can be included in the remote control 10, if desired.

Still further, a vibrating mechanism 55 can be provided to produce tactile sensations from the remote control 10 to the user.

30 As shown in FIG's. 3A-3D, the supervisory circuits 31 include a reset circuit 53 and a power decoupling circuit 54. The electrical circuitry 26 further includes an oscillator 56 coupled to the microprocessor 28 and an RS 232 serial port 58.

In the operation of a remote control, such as the remote control 10, conventional operations are typically performed with the remote control 10.

The software protocol stored in the ROM/RAM 40 of the remote control 10 is illustrated in FIG. 5, where the visual display 14 is defined as a Graphical Home Screen.

According to the teachings of the present invention, the remote control 10 is 5 programmed so that an advertisement is displayed on this screen when the remote control 10 is not being used or is otherwise in a quiescent state.

In this respect, as shown in FIG. 5, when a key on the keyboard 15 is pressed, a determination is made as to which key has been pressed. If it is the Arrow Up or Down key, the program goes to subroutine A. If the key depressed is an IR sending 10 key, the program goes to subroutine B.

Then, if the key depressed is the SHIFT key, the program sets a shift flag. After the next key press, if the shift flag is set, the subroutine goes to the routine shown in FIG. 6 and sends the function associated with the shifted key, as shown. If the SHIFT key is held for five seconds, or depressed a second time, the remote 15 control 10 will go to a setup menu, such as setup menu of the type which is known in the field of control systems for television sets via remote controls. If not, the program goes to the MODE decision diamond in FIG. 5, as shown.

It is to be understood that an important feature of the present invention is the "restore screen after timeout sequence" which is shown at the end of each of the 20 subroutines A-G in FIG. 5 and at the end of the subroutine shown in FIG. 6.

Now, as shown in FIG. 7, when the MODE key is pressed, the remote control program goes to a cable box menu or a television menu or a VCR menu or auxiliary device menu and can be cycled through these menus upon depression of the MODE key, Up or Down, + -, as indicated.

25 Then, as shown in FIG. 5, if the batteries are low, a subroutine will go through a "low battery sequence" which "pops up" a low battery message for three seconds while the key press is being processed.

The remote control 10 can be constructed, arranged and programmed to have or provide a number of features. For example, the software can maintain a display 30 of selected information on the visual display even when the remote control 10 is in a quiescent state or turned off.

It will be understood that the host device with which the remote control 10 communicates, either by IR (34, 35) or by RF (48), to receive or transmit information, can be a cable decoder box, a satellite decoder box, a telephone company decoder

box, a television set or a computer.

The wireless RF transmitting and receiving circuitry 48 can be constructed and arranged to receive RF data from a long range transmitting device such as a paging network, a FM/SCA, a cellular phone, digital communication systems such as PCS,

5 PDM, CDM or other RF transmitting device.

If desired, the remote control 10 can be constructed and arranged to exchange information with a modem and the intelligence for operating the modem can be in the remote control 10. See U.S. Patent No. 5,537,463 to Escobosa and Darbee.

10 The memory, RAM/ROM 40, of the remote control 10 can include a buffer memory capable of storing information for being displayed under command from a realtime clock in the remote control 10 and the remote control 10 can include software and or hardware for querying the host device for date/time information.

The visual display 14 can be bistable, thereby requiring no refresh buffer and requiring no power to maintain an image on the visual display 14.

15 The information received from the host device can be in compressed form, can be in the form of drawing commands, such that the software includes instructions for executing the drawing commands by drawing an image on the visual display 14 and/or can be a subset of an electronic program guide for display on the visual display 14 of the remote control 10.

20 The software for detecting a low-battery condition can include instructions for displaying an advertisement to replace the batteries with a specific brand of battery.

If desired, back-lighting can be provide for illuminating the visual display 14 or the keys on the keyboard 15. See U.S. Patent No. 5,568,367 to Park.

25 Also, if desired, the remote control 10 can include circuitry 50, 51 for producing sound.

Further, the remote control 10 can include a reader 52 and associated circuitry for reading the magnetic stripe on a credit card or for reading or interfacing with a smart card containing a computer chip. See U.S. Patent No. 5,603,078 to Henderson et al. or U.S Patent No. 5,532,689 to Bueno.

30 The motion detect circuit 46 can be used to place the remote control 10 in a given state when it is picked up by a user.

The operating software for the remote control 10 can be programmed to cycle a buffer memory in the ROM/RAM 40 to display on the visual display 14 multiple categories of information.

The IR receiving circuit 34 can be constructed to receive light signals from a TV screen (VEIL technology) or other form of flashing from the TV screen using visible light (TIMEX technology).

The remote control 10 can including pointing device circuitry for moving a cursor on the visual display 14 or a host display. See U.S.S.N. 08/605,546 for: **SYSTEM FOR PROVIDING WIRELESS POINTER CONTROL.**

The visual display 14 can include a touch-sensitive display screen or touch sensitive pads/keys on the back of the hand held remote control 10 beneath the visual display 14. See Goldstein U.S. Patent No. 5,410,326.

10 An important feature of the remote control 10 disclosed herein is its ability to keep an advertisement on the display 10 and in front of a user. An ancillary feature is the ability of the remote control 10 not only to display the advertisement, but also to have an input, such as certain keys on the keyboard for enabling a user to respond to a displayed advertising offer via the wireless, IR or Rf communications link using  
15 the certain keys.

20 The received, and perhaps displayed, information can comprise: advertising formatted the same way as a banner on a page on the world wide web; a "trailer" from an advertisement appearing on a host device, thus giving the user more time to respond to an offer in the advertisement; games which can be played on the remote control 10; codes for upgrading the remote control 10; instructions for setting up the remote control 10; names of manufacturers electronic equipment to be controlled by the remote control 10 instead of model numbers or arbitrary code numbers; instructions for setting up the remote control 10 with the ability to display key labels indicating which function the remote control 10 is controlling when the user presses  
25 a key on the keyboard 15 of the remote control 10; a user guide and/or context-sensitive help for display on the visual display 14 of the remote control 10; and, executable code to be run on the remote control 10.

30 From the foregoing description, it will be apparent that the two-way remote control 10 with advertising display of the present invention has a number of advantages, some of which have been described above and others of which are inherent in the invention. Also it will be understood that modifications can be made to the remote control described above without departing from the teachings of the present invention. Accordingly, the scope of the invention is only to be limited as necessitated by the accompanying claims.

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1. (Amended) A remote control including a visual display, wireless means for receiving from a host device data including selected information to be displayed, stored, or processed, wireless means for sending information, control means including software and circuitry for controlling operation of said remote control, means for maintaining said selected information displayed on said visual display when said remote control is not being used by a user to perform a function and a buffer memory capable of storing information for being displayed under command from a realtime clock in said remote control.

2. (Same) The remote control of claim 1 wherein said software maintains a display of said selected information on said display even when said remote control is in a quiescent state or turned off.

3. (Same) The remote control of claim 1 wherein the host device is selected from the group consisting essentially of: a cable decoder box; a satellite decoder box; a telephone company decoder box; a television set; or a computer.

4. (Same) The remote control of claim 1 wherein said wireless means for receiving data is constructed and arranged to receive RF data from a long range transmitting device such as a paging network, a FM/SCA, a cellular phone, PCS, or other RF transmitting device.

5. (Same) The remote control of claim 1 wherein said wireless means is constructed and arranged to exchange information with a modem.

6. (New) The remote control of claim 1 wherein some of the information received comprise a subset of an electronic program guide for display on said visual display of said remote control.

7. (New) The remote control of claim 1 including a keyboard and back-lighting means for illuminating said keyboard.

8. (New) The remote control of claim 1 including means for producing sound.

9. (New) The remote control of claim 1 including a pointing device for moving one of (a) a cursor on a host display or (b) a cursor on said visual display.

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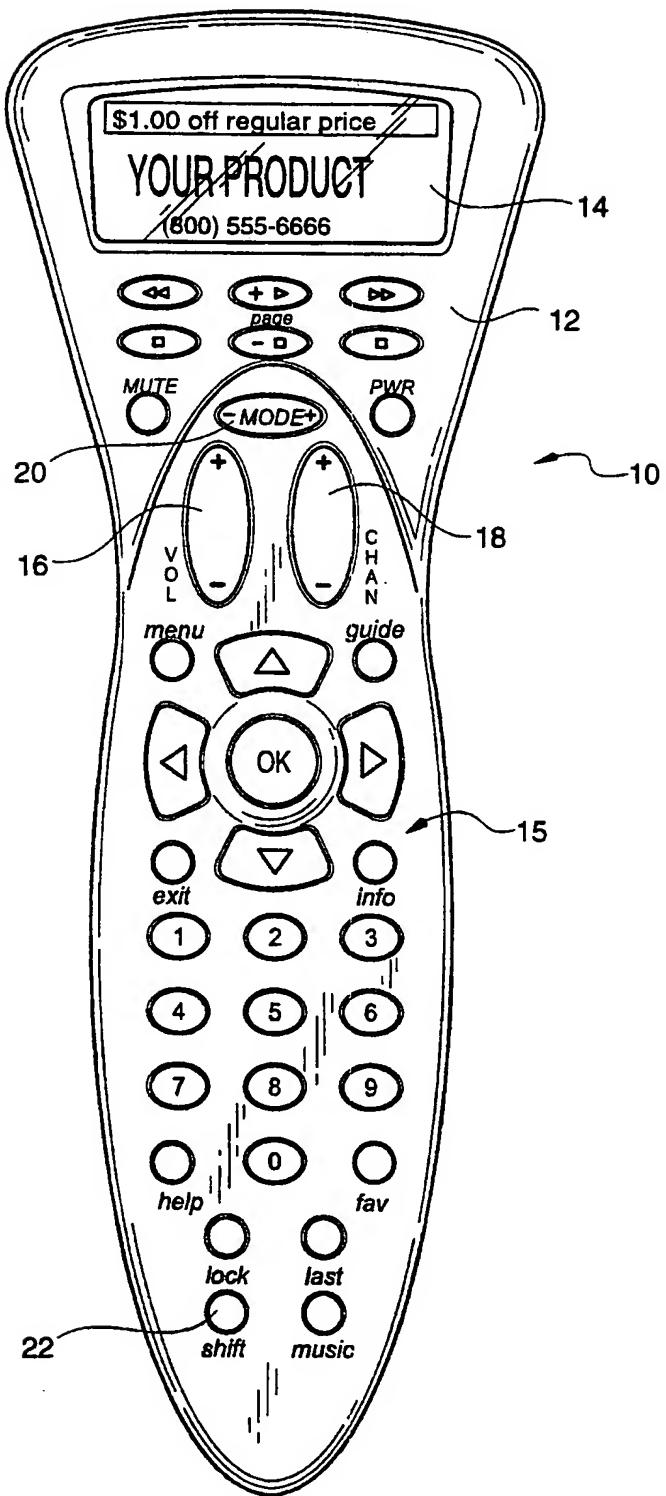
10. (New) The remote control of claim 1 including a display default routine and a timeout routine for timing out the time after the last function performed with the remote control by a user thereof and then place the visual display in 5 the display default routine for displaying said selected information.

11. (New) The remote control of claim 1 wherein said selected information displayed includes an advertisement.

12. (New) A remote control including a visual display, 10 wireless means for receiving from a host device data including selected information to be displayed, stored, or processed, wireless means for sending information, control means including software and circuitry for controlling operation of said remote control, means for maintaining said selected information 15 displayed on said visual display when said remote control is not being used by a user to perform a function and means for reading one of (a) the magnetic stripe on a credit card, or (b) a smart card containing a computer chip.

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**FIG. 1**

**FIG. 2**

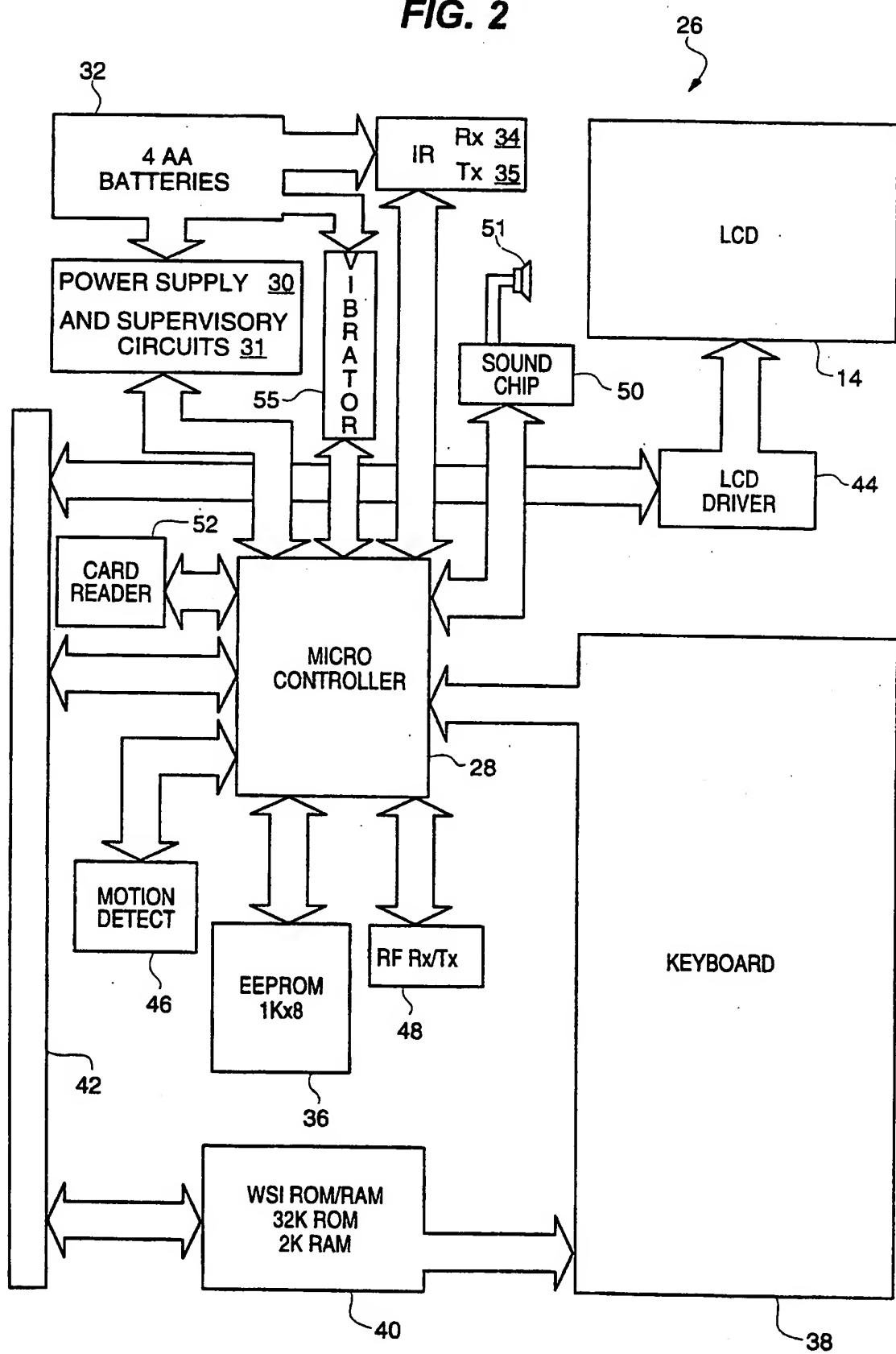
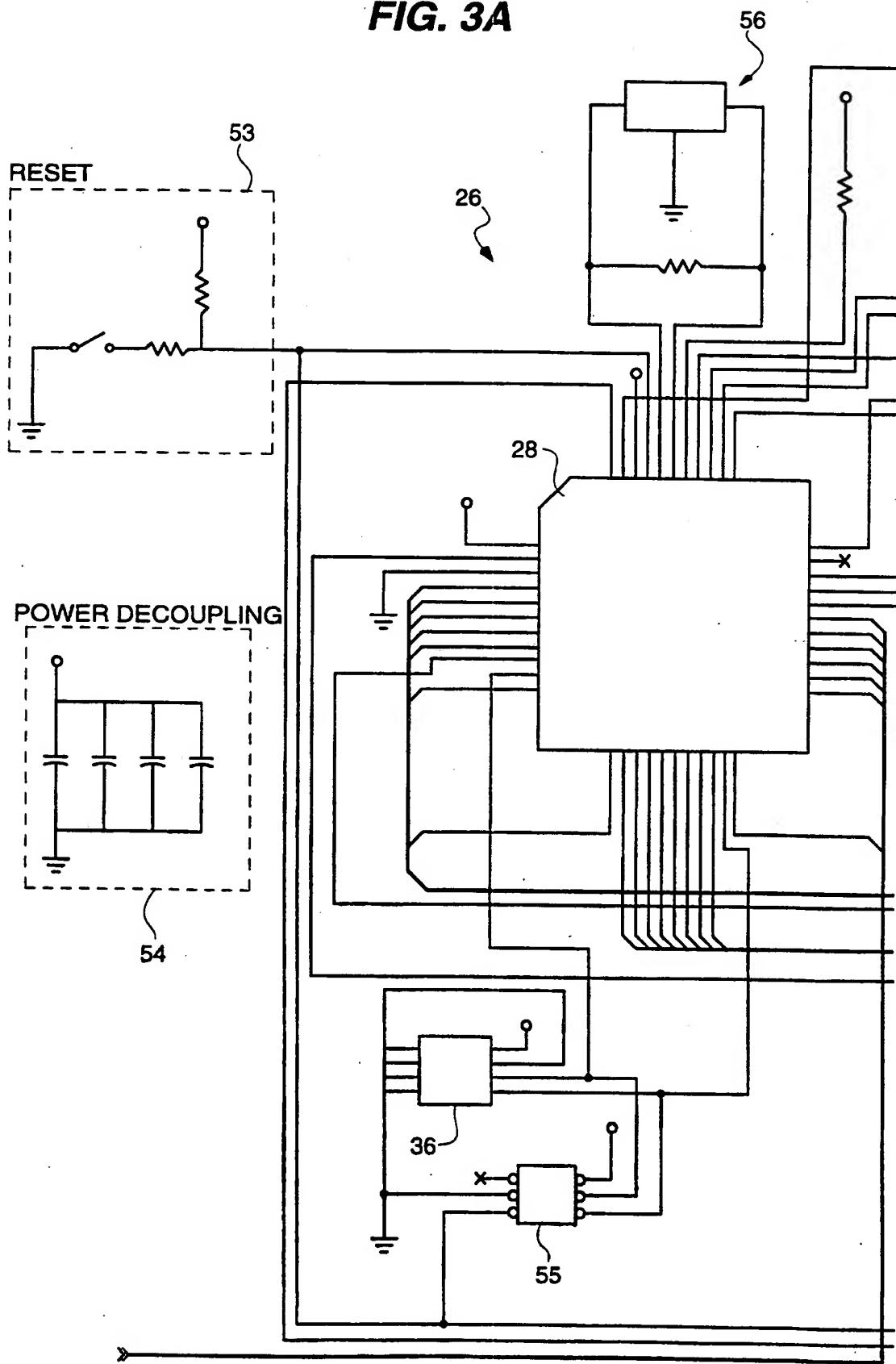


FIG. 3A



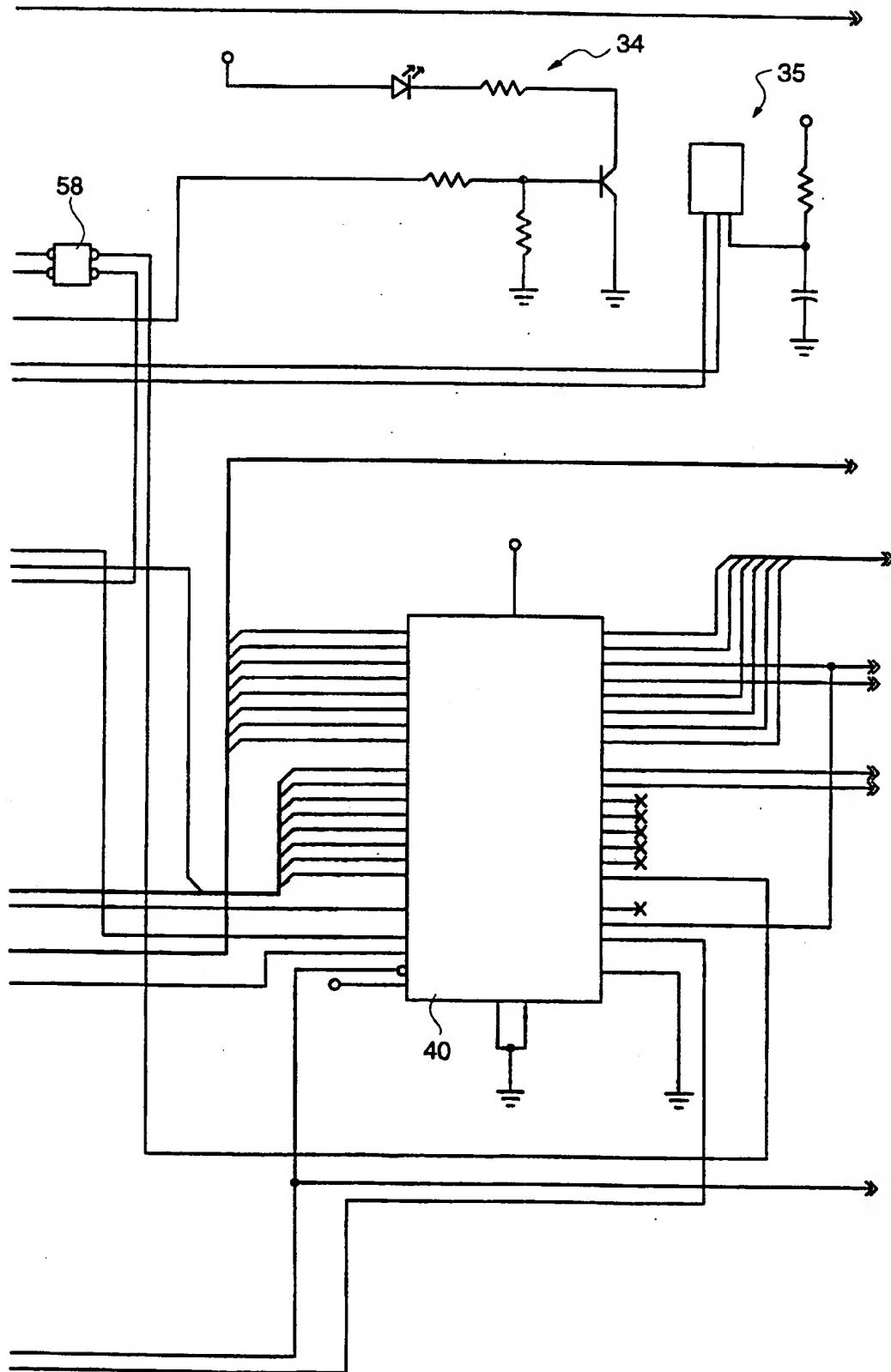
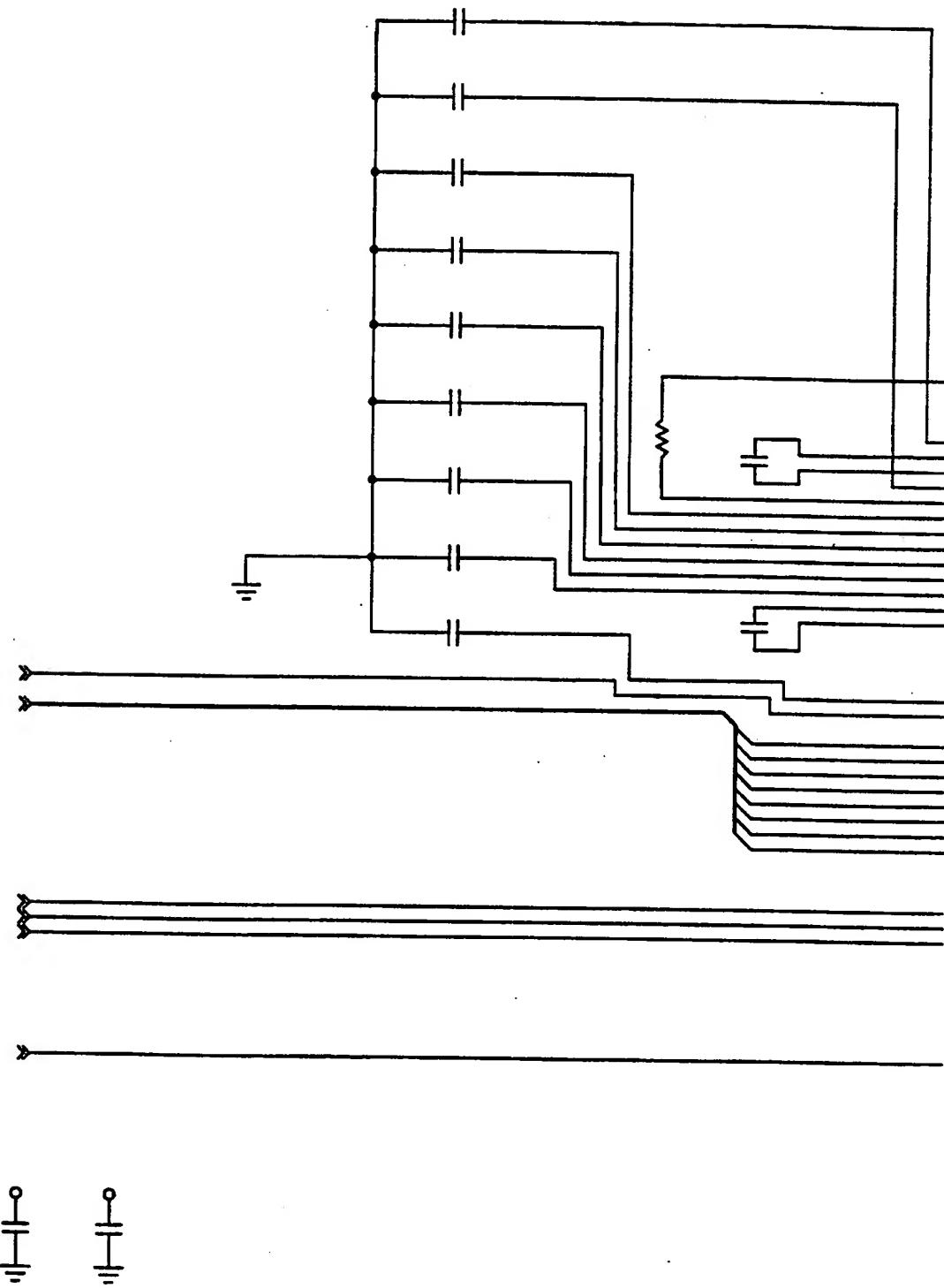
**FIG. 3B**

FIG. 3C



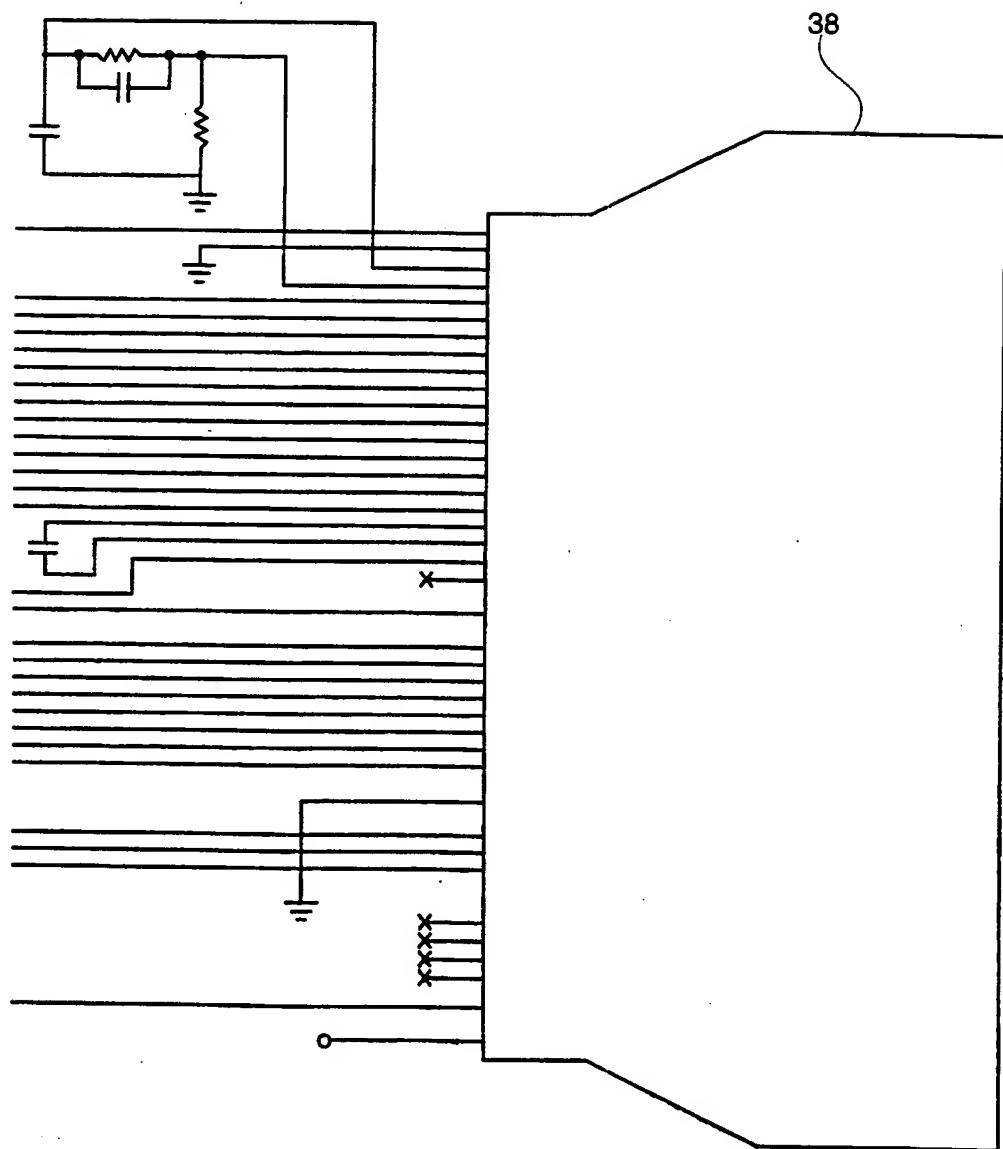
**FIG. 3D**

FIG. 4

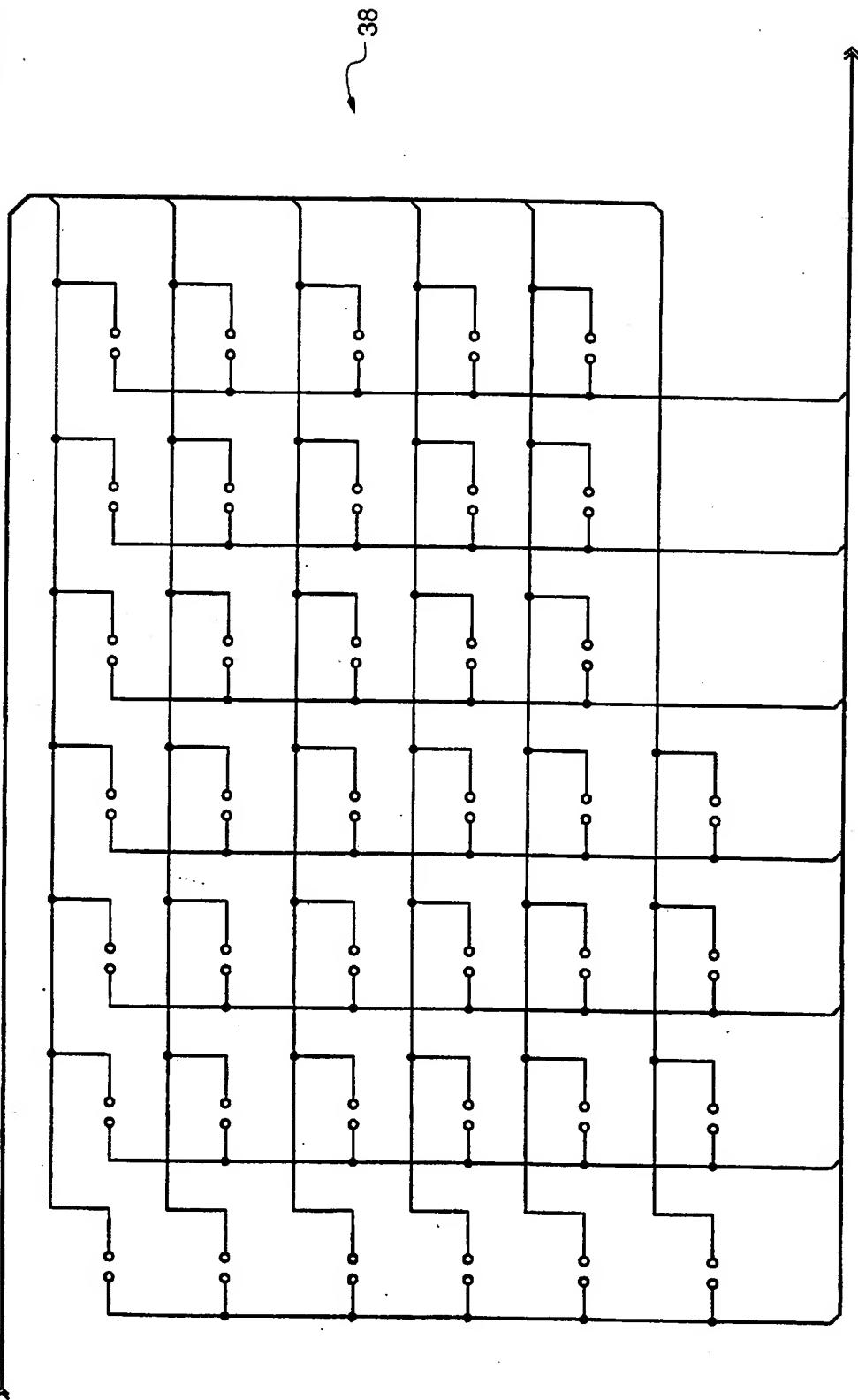


FIG. 5

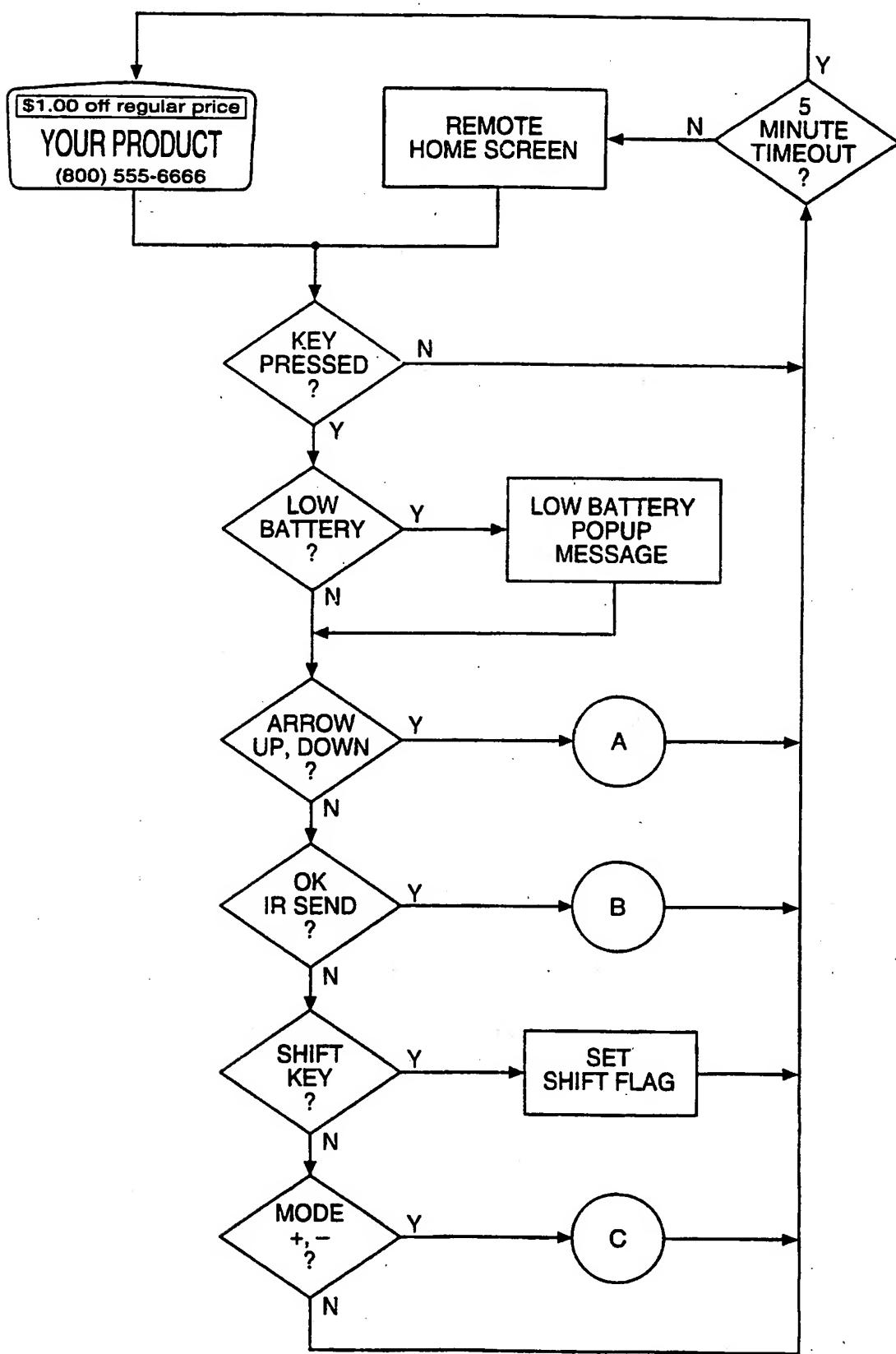
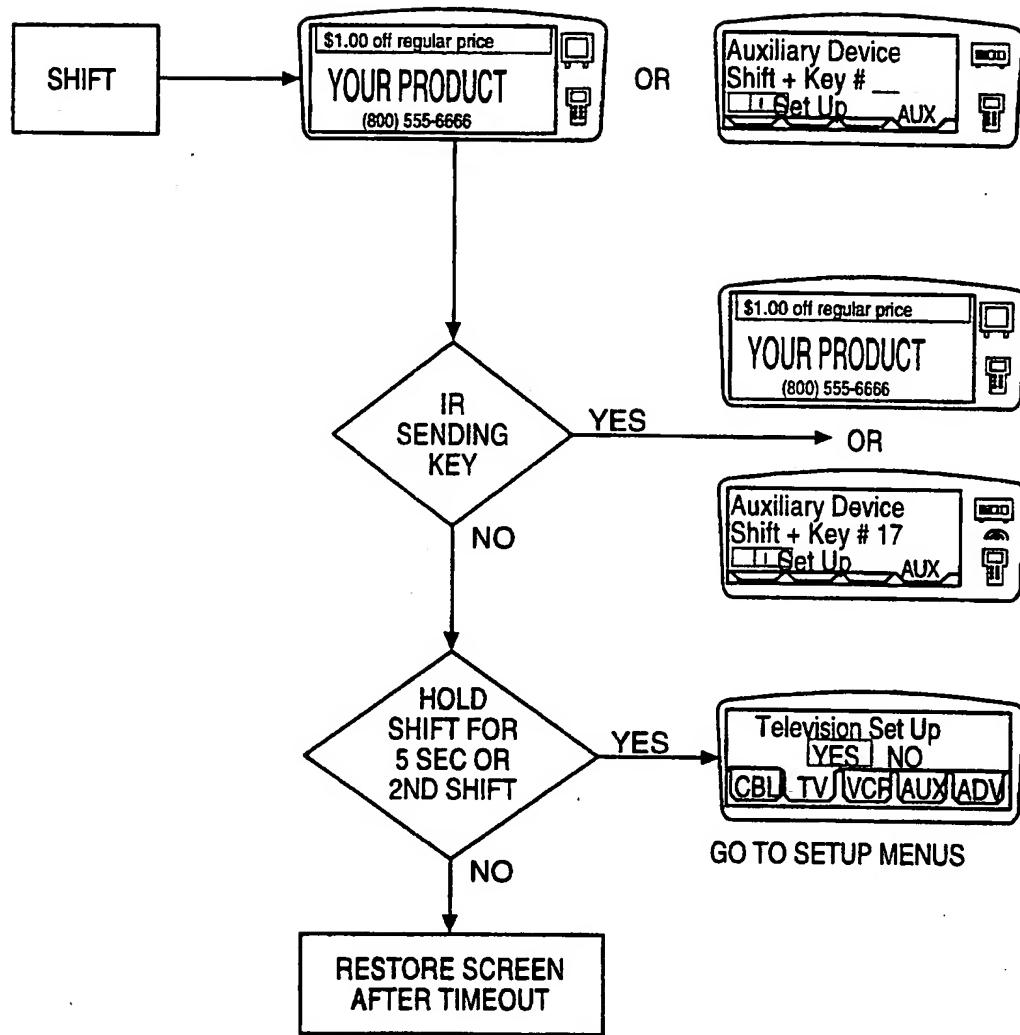
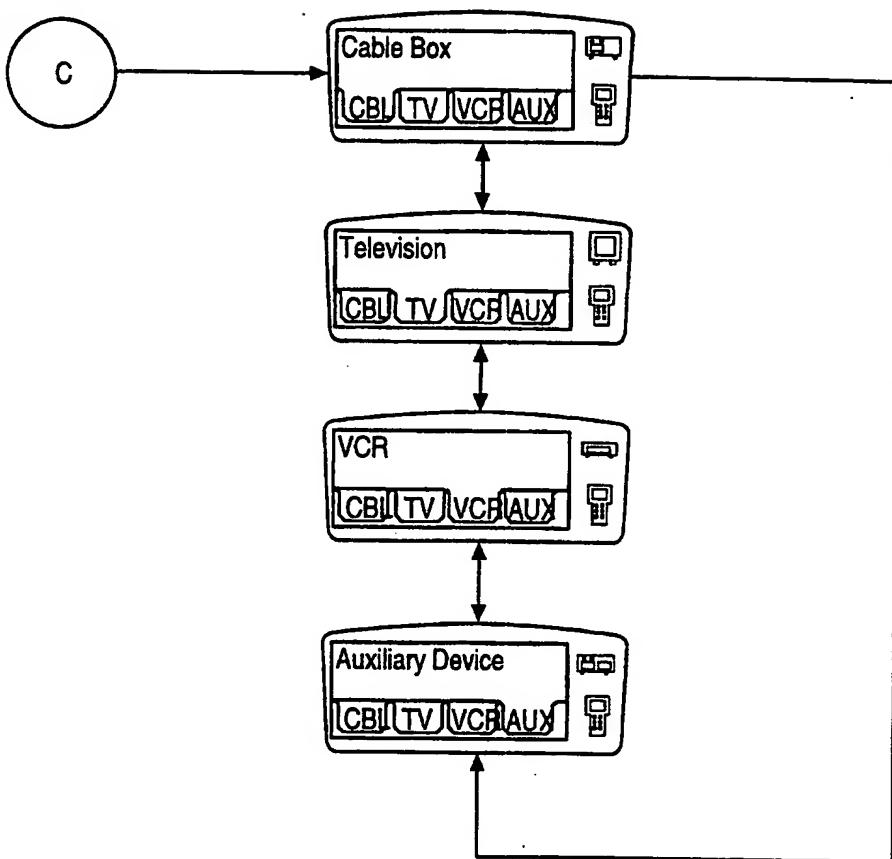


FIG. 6



**FIG. 7**

MODE +, -

**FIG. 8**

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